

MISSOURI DIVISION OF TOURISM

November Missouri Travel Barometer
(Data available as of 12/07/2021)

Missouri Travel Barometer



The Missouri Division of Tourism research team analyzes a range of tourism research metrics in order to provide the Missouri travel industry and the MDT staff with a monthly *Missouri Travel Barometer*.

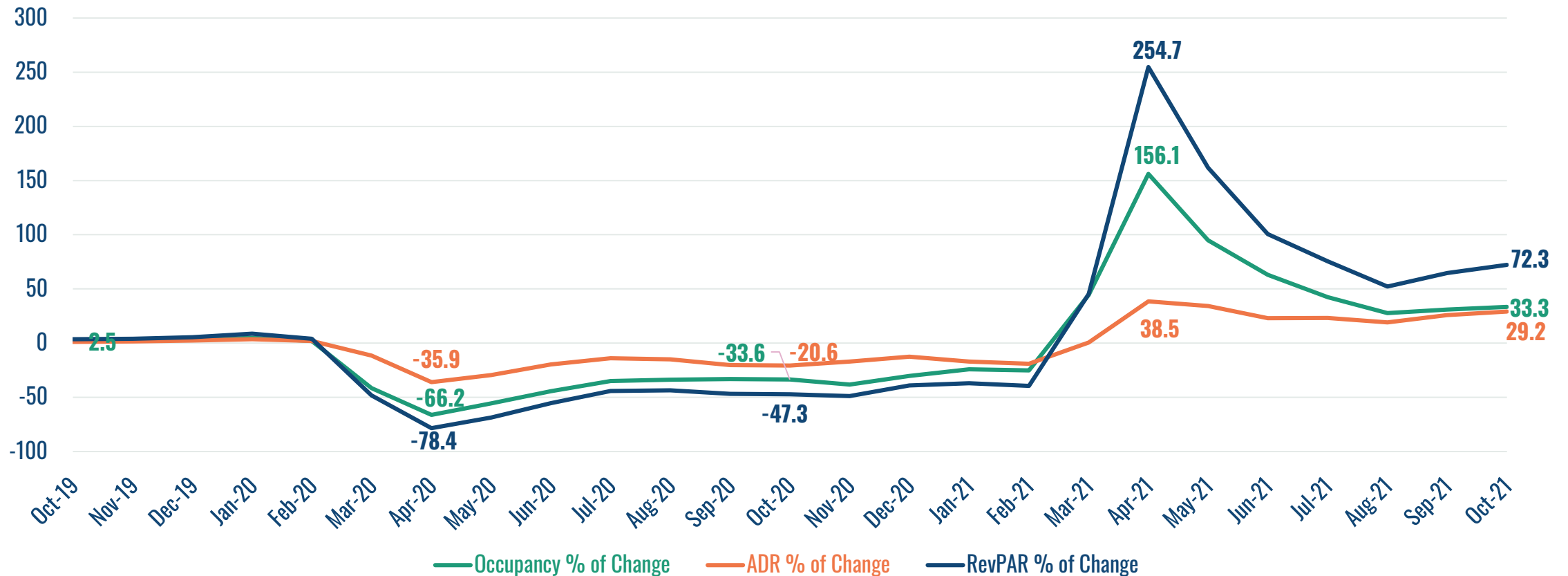
The barometer shows key travel indicators that illustrate various measurements affecting Missouri's tourism industry and are indicators of its health.

Missouri Travel Barometer

The effect of Covid-19 first hit the week ending 2/29/2020



STR Monthly Lodging Trends Percentage of Change from Prior Year



Source: STR, LLC

Republication or other re-use of this data without the express written permission of STR is strictly prohibited.

Missouri Travel Barometer



STR Lodging Trends – Week Ended November 27, 2021

OCCUPANCY
was up
48.8%
as compared to
the same week in
2020

**STATEWIDE
DEMAND**
INCREASED
50.6%

ADR
(Average Daily Room Rate)
INCREASED
37.1%

RevPAR
(Revenue per Available Room)
INCREASED
104.0%

Missouri Travel Barometer



AirDNA Short-Term Rental Trends for Entire Place Rentals

October 2021 Compared to 2020

OCCUPANCY
was up
0.9%
as compared to
the time period in
2020

**STATEWIDE
DEMAND
INCREASED
42.5%**

**STATEWIDE
SUPPLY
INCREASED
34.8%**

RevPAR
(Revenue per Available Room)
**INCREASED
1.9%**

AirDNA listings include short-term rental properties listed by Airbnb and HomeAway. Hotel Comparable Rooms are studio and one bedroom entire place rentals, which AirDNA believes are most likely to compete directly with hotels.

Missouri Travel Barometer



AirDNA Short-Term Rental Trends for Hotel Comparable Rentals

October 2021 Compared to 2020

OCCUPANCY
was down
-4.1%
as compared to
the time period in
2020

**STATEWIDE
DEMAND
INCREASED**
52.1%

**STATEWIDE
SUPPLY
INCREASED**
24.5%

RevPAR
(Revenue per Available Room)
DECREASED
-5.4%

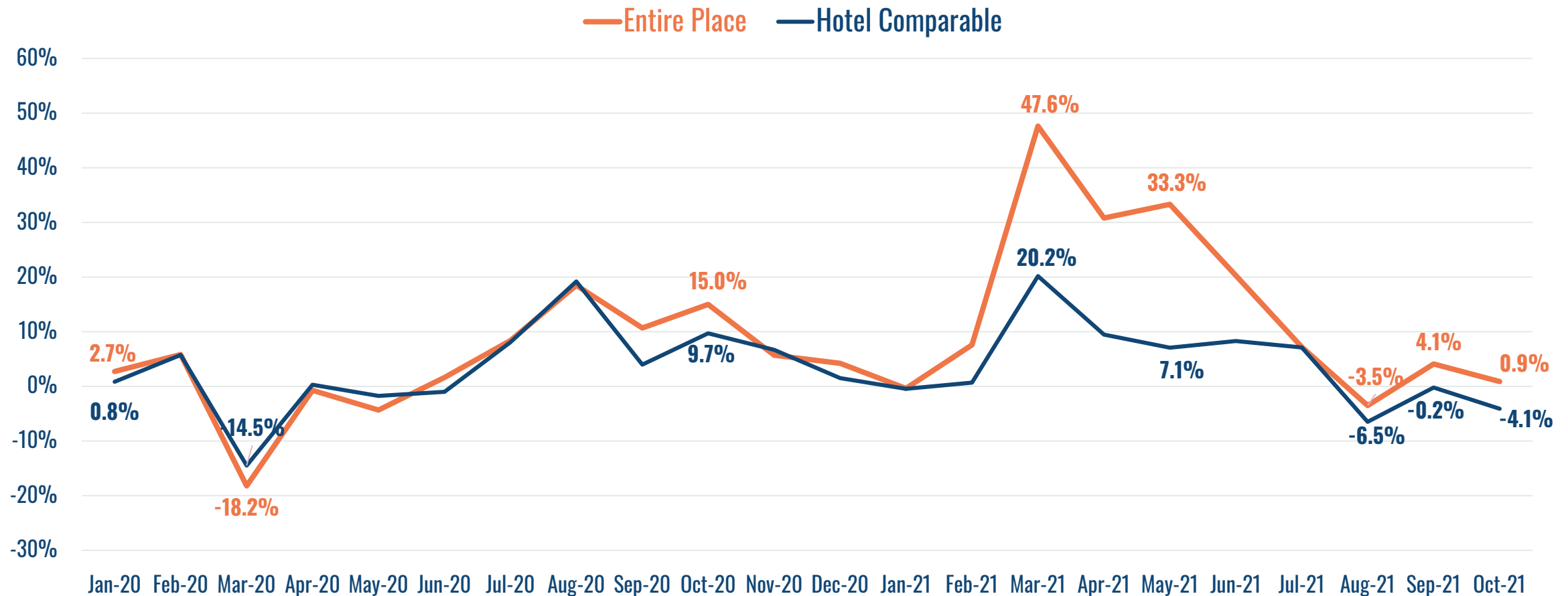
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Missouri Travel Barometer

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AirDNA Short-Term Rentals Occupancy % of Change from Prior Year



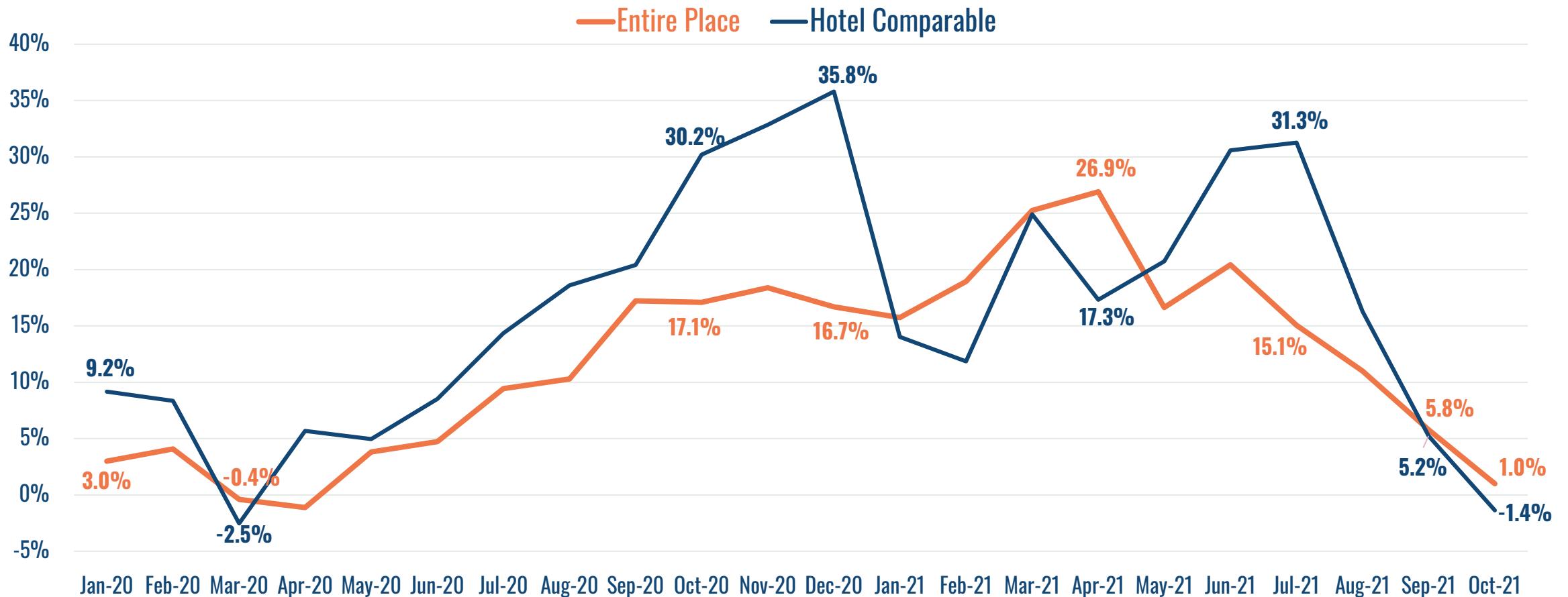
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AirDNA Short-Term Rentals ADR % of Change from Prior Year



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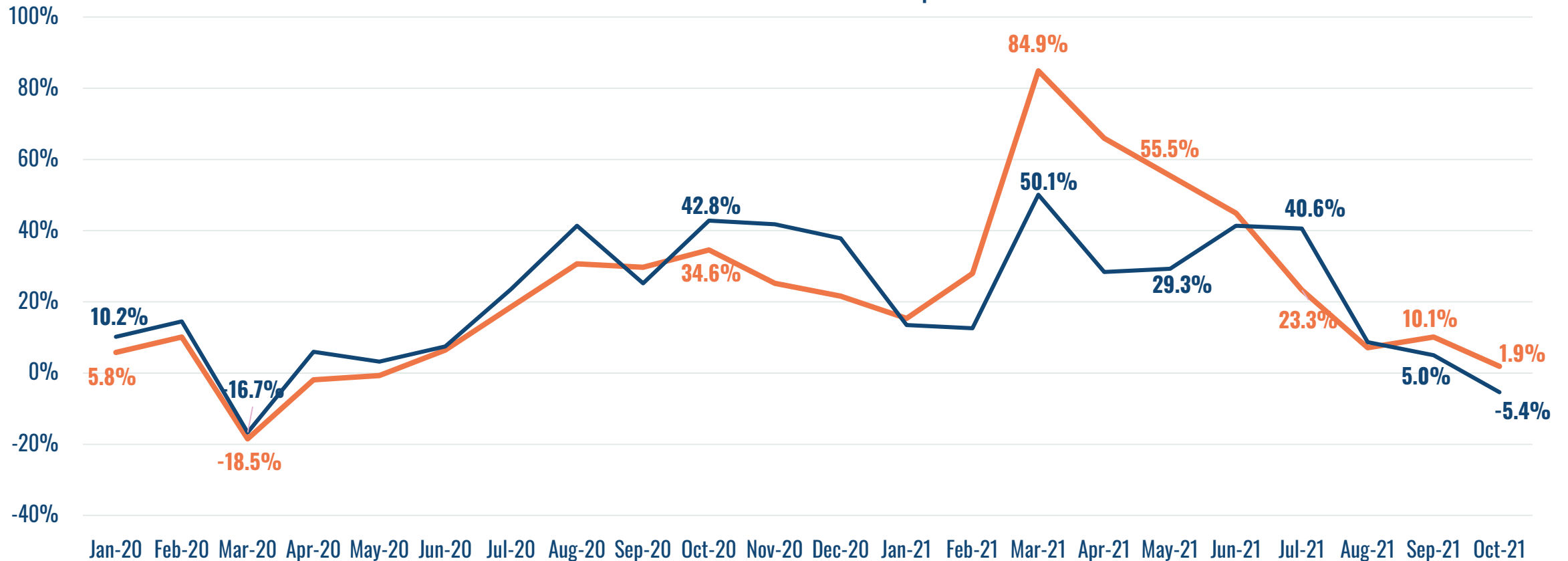
Missouri Travel Barometer

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AirDNA Short-Term Rentals RevPAR % of Change from Prior Year

— Entire Place — Hotel Comparable



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Missouri Travel Barometer

NAICS codes fluctuate by month and by season even in a normal year



NAICS Tourism Business Sales through September 2021

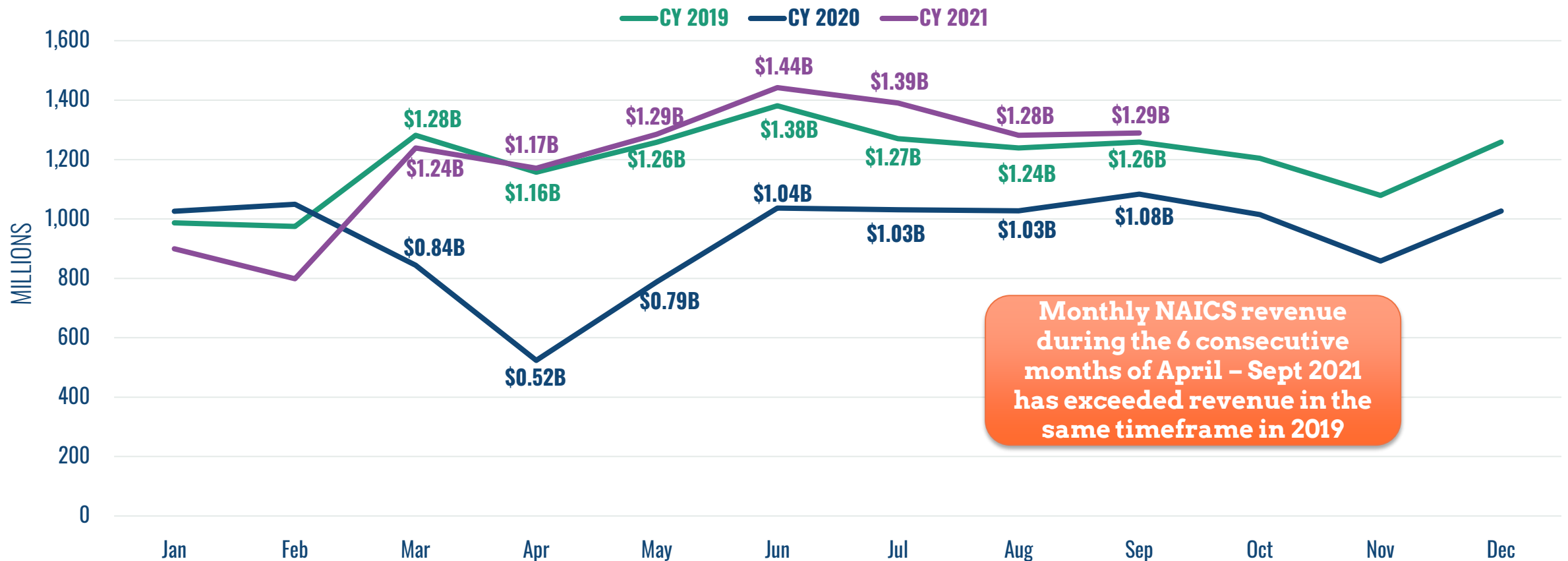


Missouri Travel Barometer

NAICS codes fluctuate by month and by season even in a normal year



CY Sales Revenue from Tourism-Related NAICS



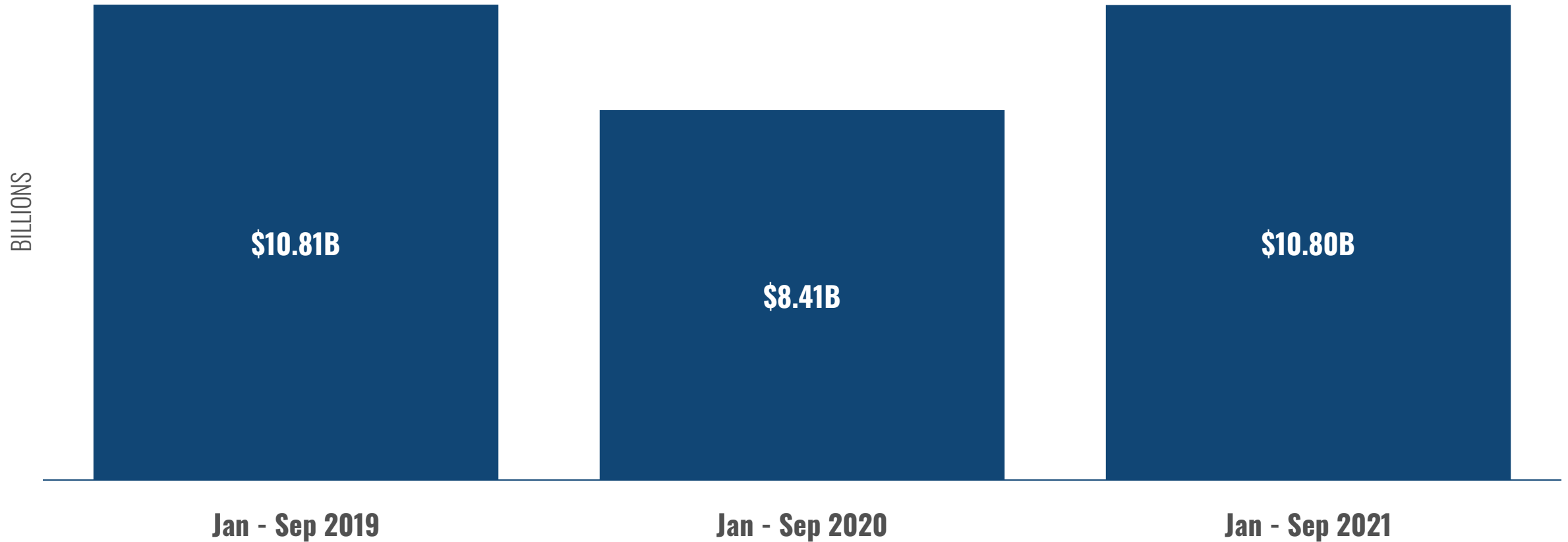
Monthly NAICS revenue during the 6 consecutive months of April – Sept 2021 has exceeded revenue in the same timeframe in 2019

Missouri Travel Barometer

NAICS codes fluctuate by month and by season even in a normal year



CYTD Sales Revenue from Tourism-Related NAICS

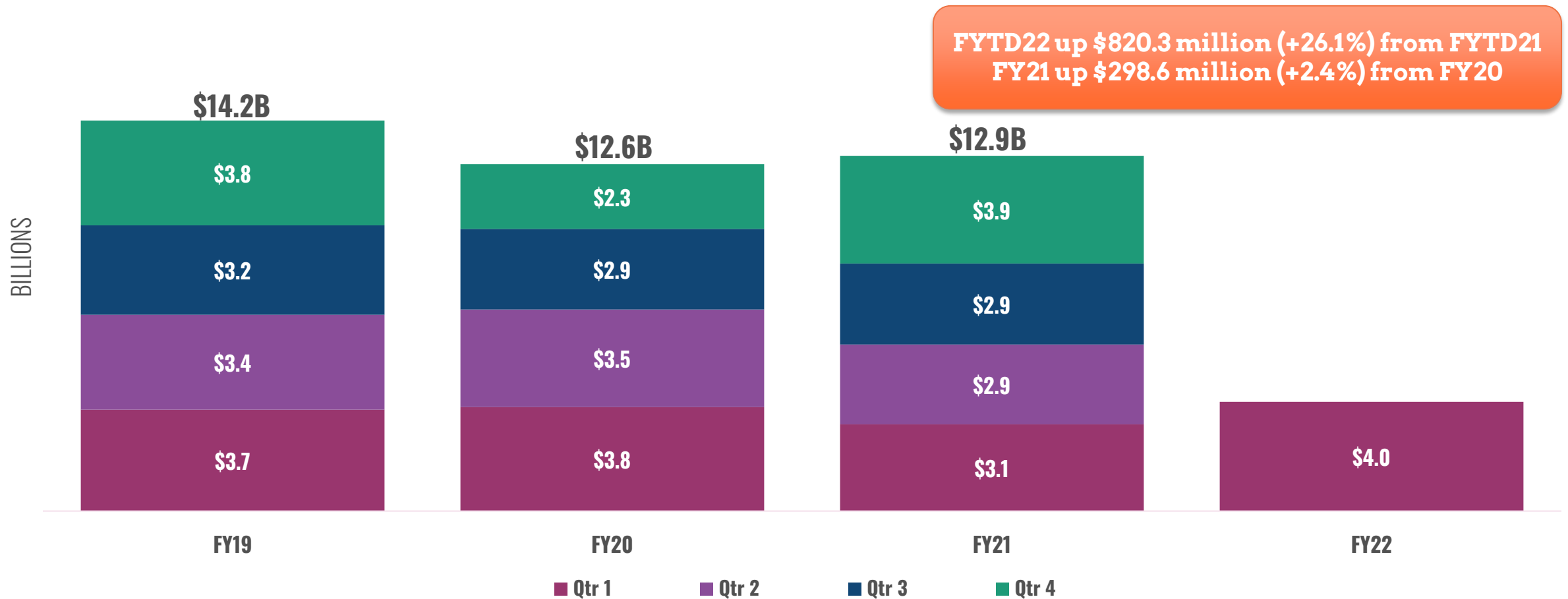


Missouri Travel Barometer

NAICS codes fluctuate by month and by season even in a normal year



FY Sales Revenue from Tourism-Related NAICS



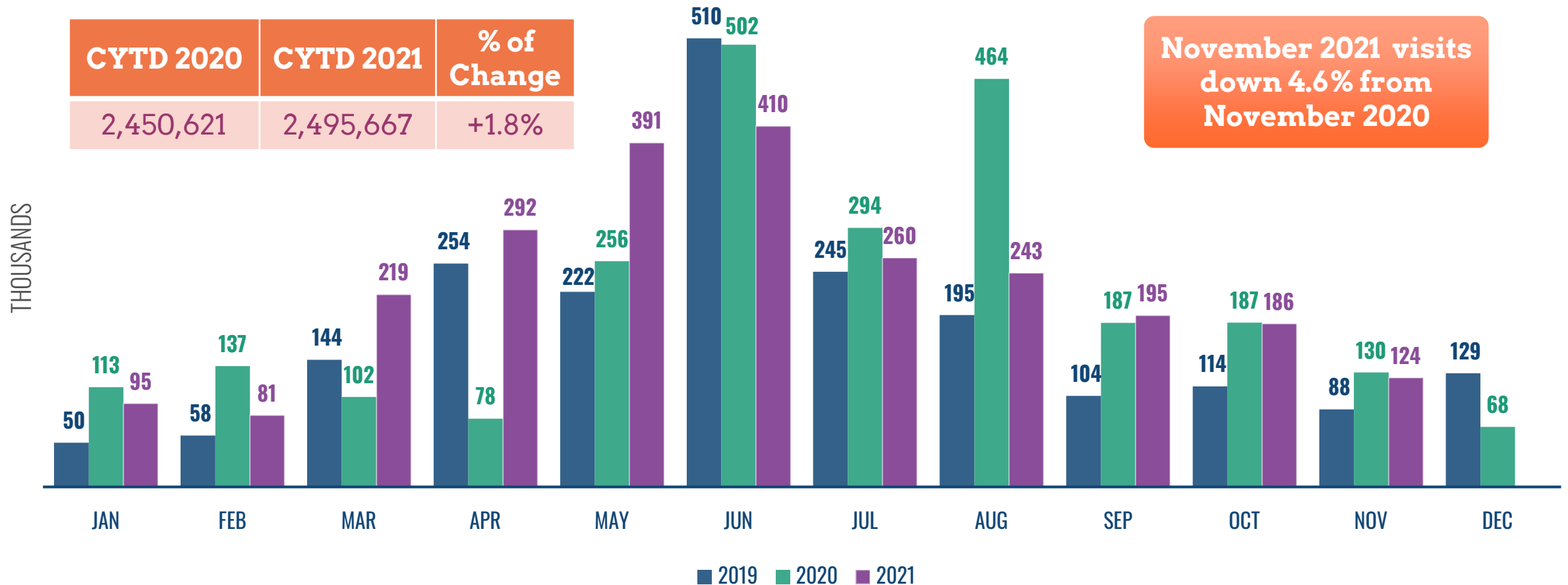
Source: Missouri Department of Revenue

Missouri Travel Barometer



Visits to the MDT website and marketing responses will always fluctuate due to seasonal traffic patterns

Calendar Year Visits to VisitMO.com by Month

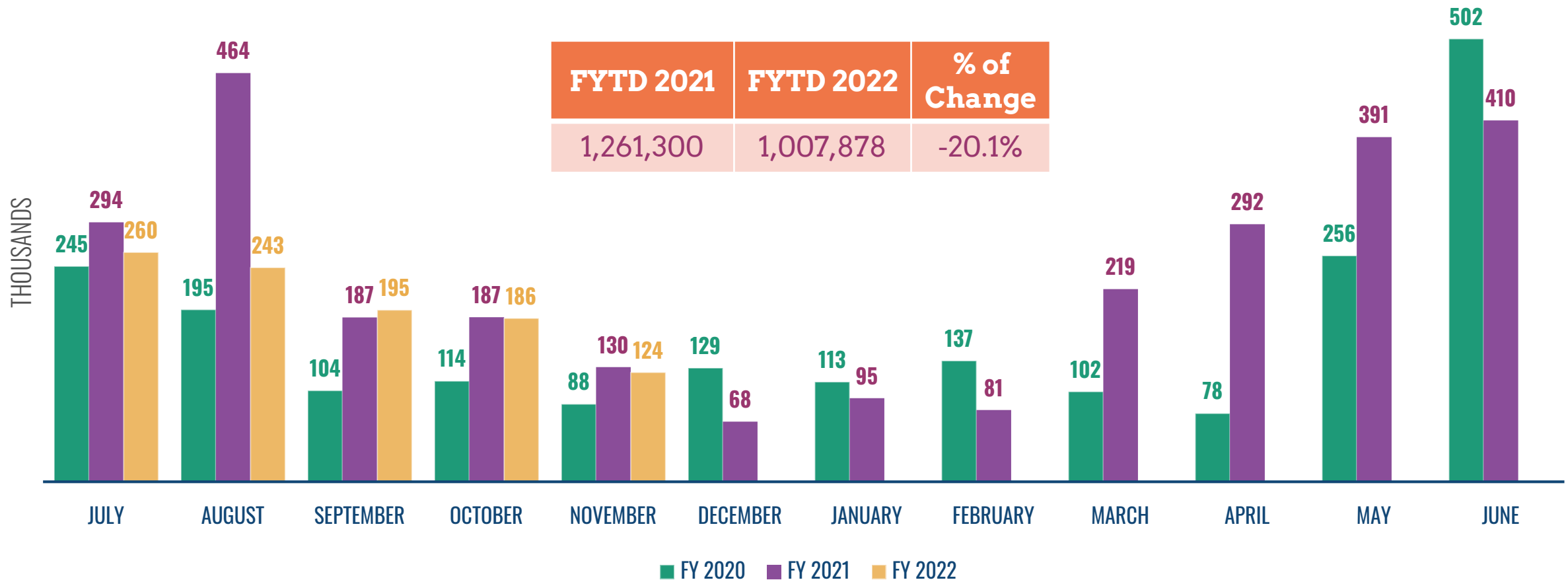


Missouri Travel Barometer



Visits to the MDT website and marketing responses will always fluctuate due to seasonal travel patterns

Fiscal Year Visits to VisitMO.com by Month



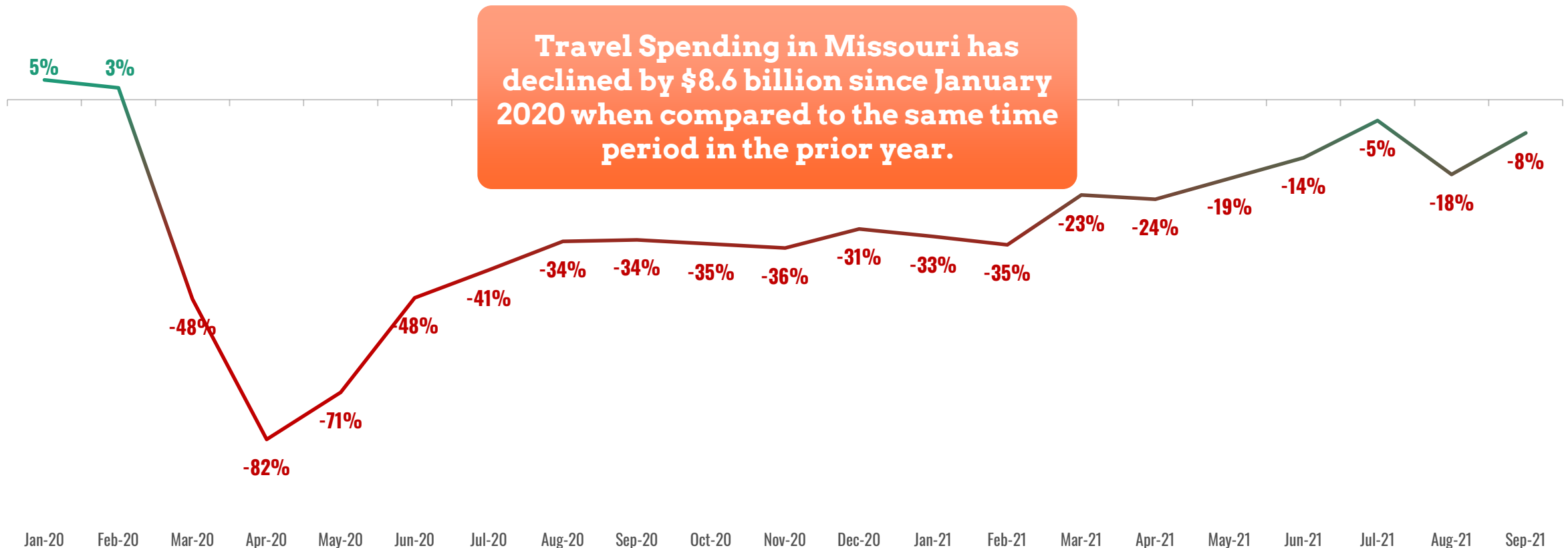
Missouri Travel Barometer

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Economic Impact

% Change in Monthly Travel Spending in Missouri Compared to 2019

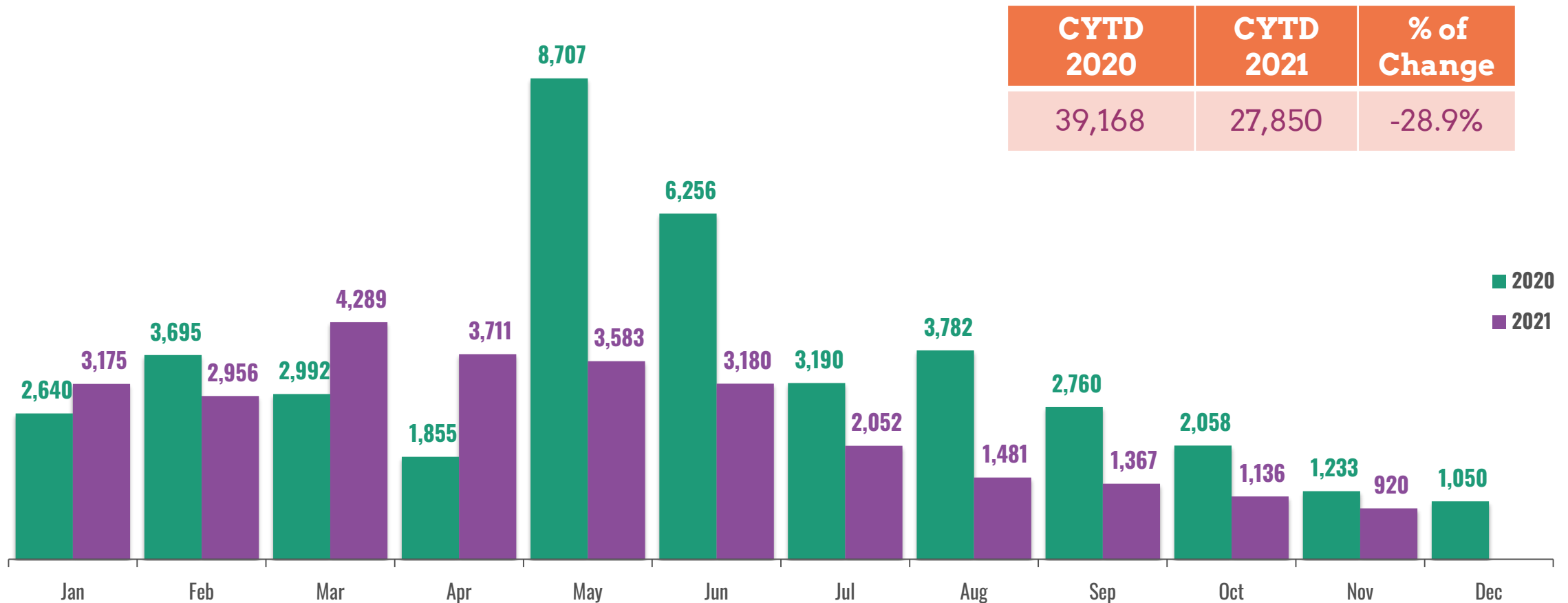


Missouri Travel Barometer



No significant marketing to drive website traffic or to solicit travel guide orders in the early part of 2020.

Fulfillment of Travel Guide Orders from All Sources



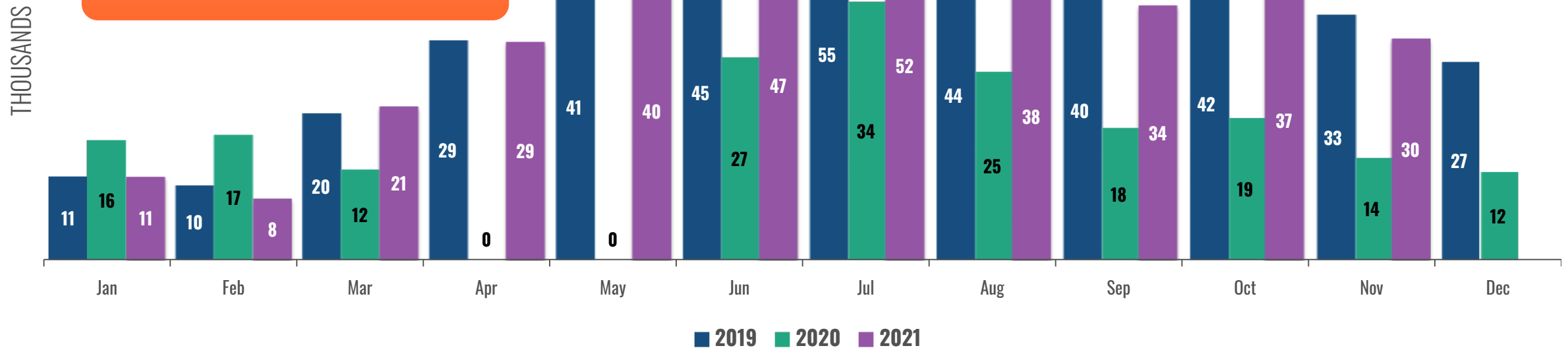
Visits to the MDT website and marketing responses will always fluctuate due to seasonal travel patterns. Travel guide orders come through website orders, RSL leads and telephone calls.

Missouri Travel Barometer



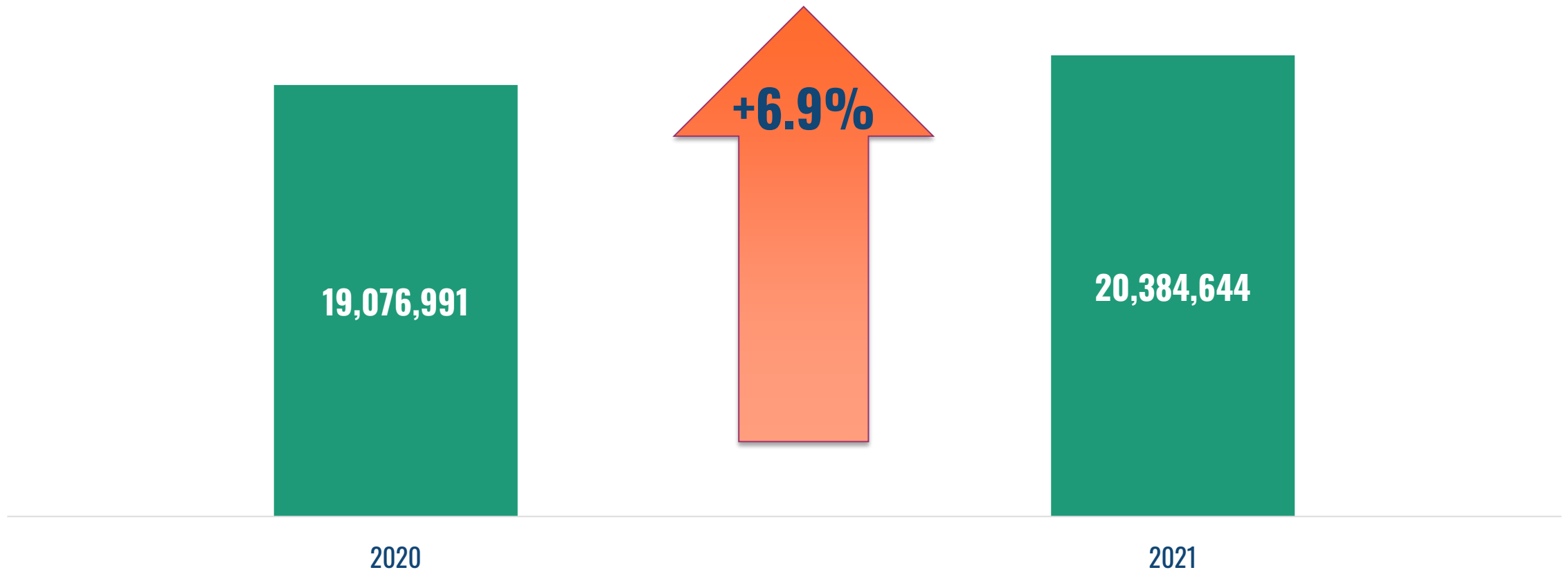
Welcome Center Visits: 2021 Calendar Year to Date through November

For CYTD 2021, the centers were up 91% for Jan – Nov 2021 compared to the same time a year earlier.



Notes: The Welcome Centers were closed March 18th – May 31st due to social distancing orders. The Centers started closing on weekends on 8/16/2020. (The centers were not open on weekends in 2019 from Jan – Mar). The Kansas City Welcome Center closed at the end of September, and the Hannibal and St. Louis Centers closed at the end of October. In November 2020, the centers switched to being open only Thursday – Monday. On 2/16/2021, the centers switched to being open only Tuesday – Saturday. On 4/11/2021, the centers resumed being open on Sundays with Mondays the only closed days. On 5/10/2021, the centers started opening 7 days a week.

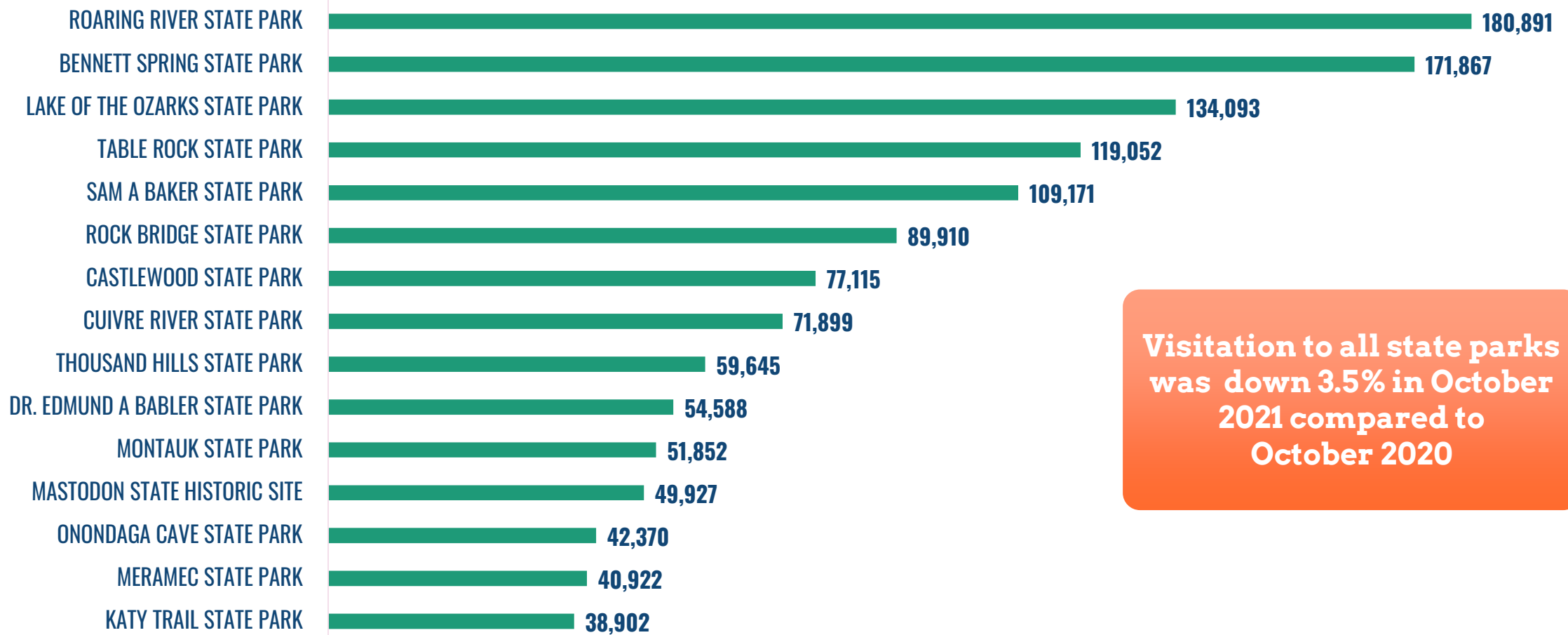
Visitors to Missouri State Parks during January – October



Missouri Travel Barometer

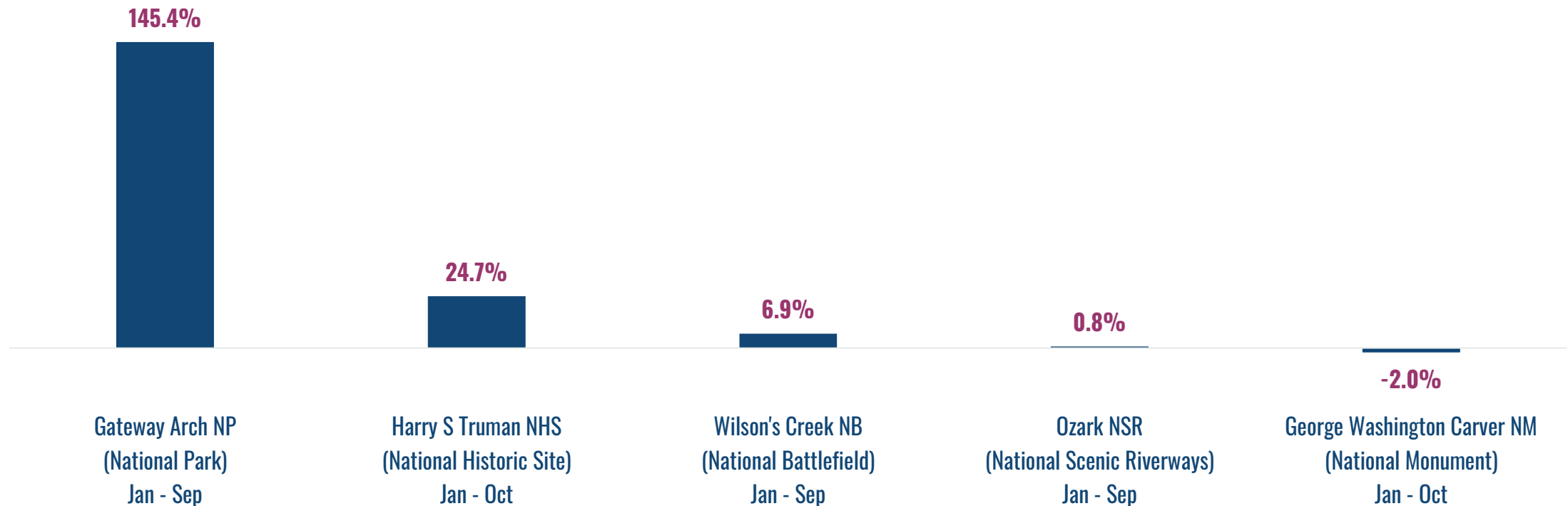


Most Visited Missouri State Parks during October 2021



Missouri National Parks Attendance

% of Change in Visits to Missouri National Parks 2021 Compared to 2020



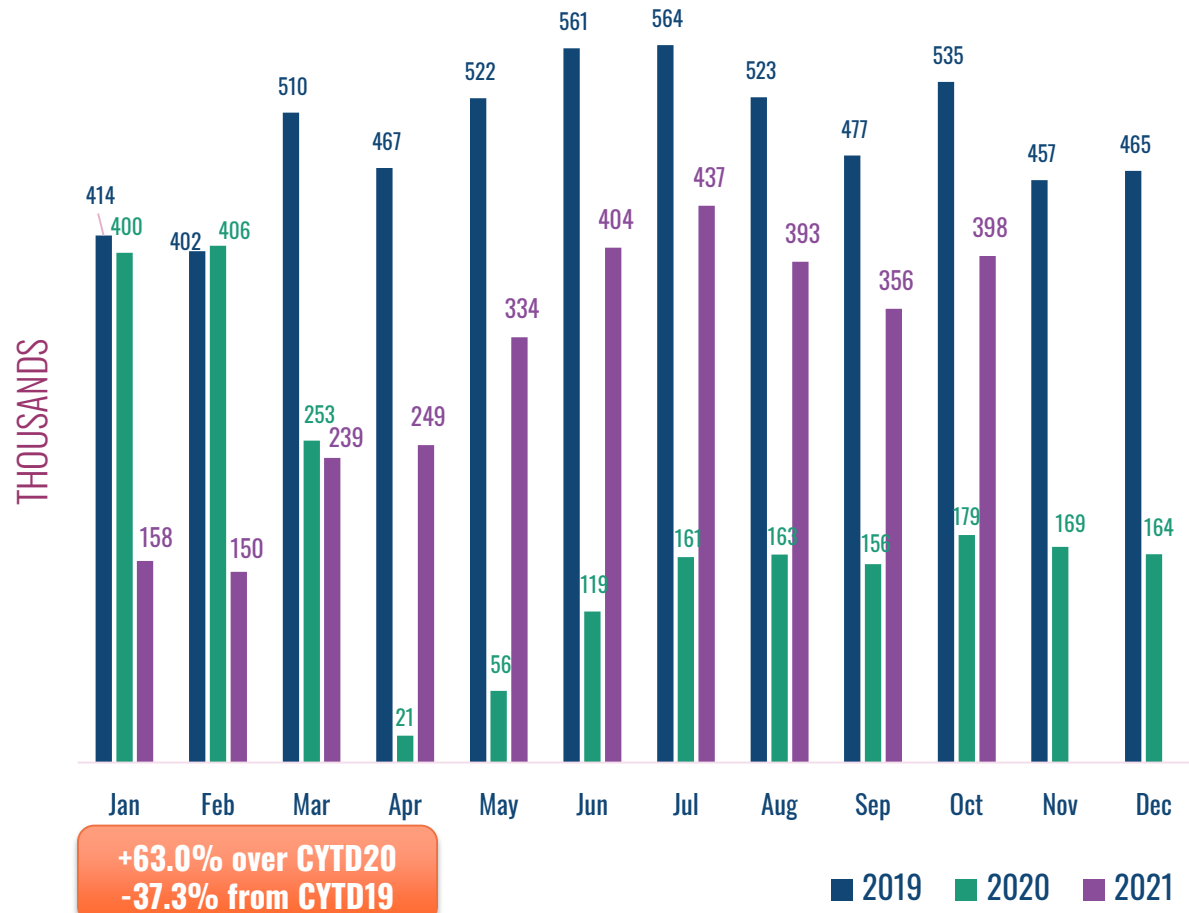
Notes: The visitor centers at the Wilson's Creek NB, the George Washington Carver NM and the Harry S Truman NHS closed in mid-March 2020 due to Covid-19 precautions. Truman's home was also closed, but the farm grounds remained open. At the Gateway Arch NP, Tram Rides to the top of the Arch resumed on September 1, 2020 but the Old Courthouse remains closed for renovations.

Missouri Travel Barometer

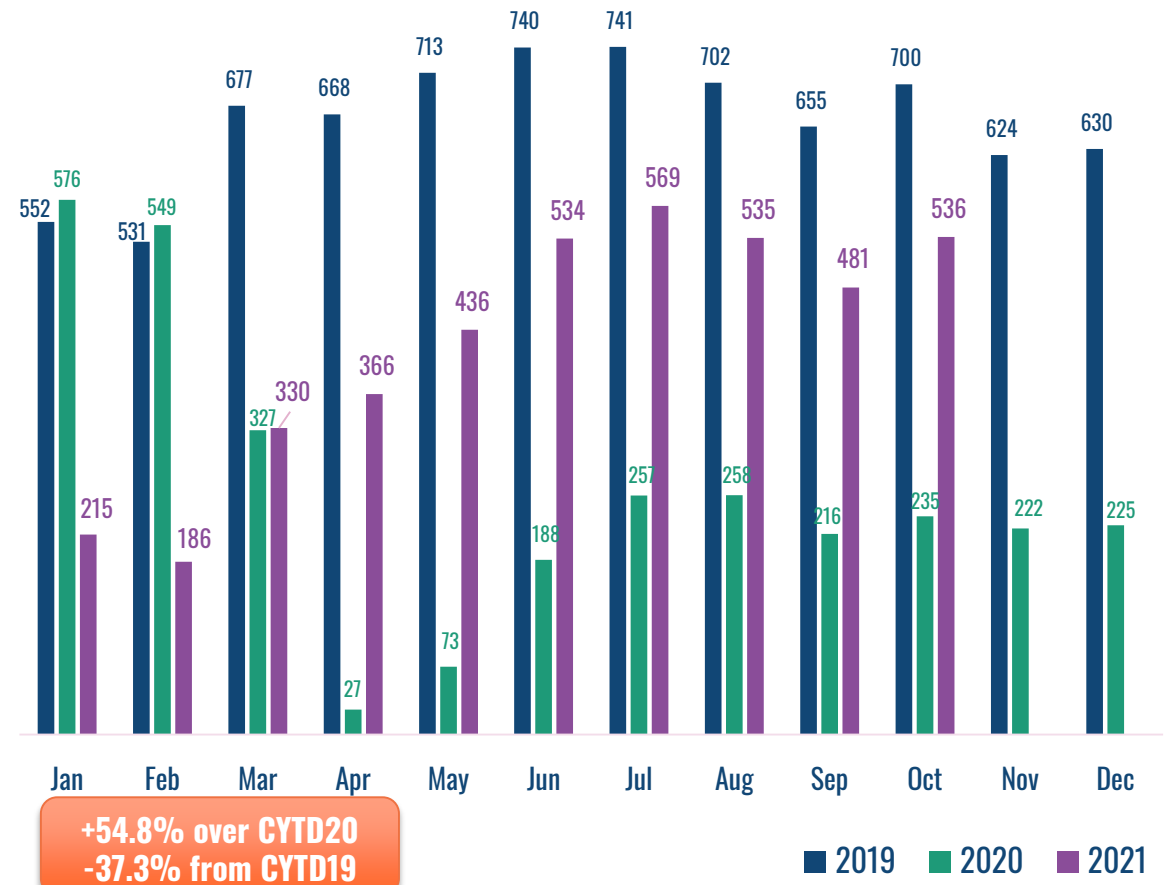


KC & STL Airport Deplanements

Kansas City



St. Louis

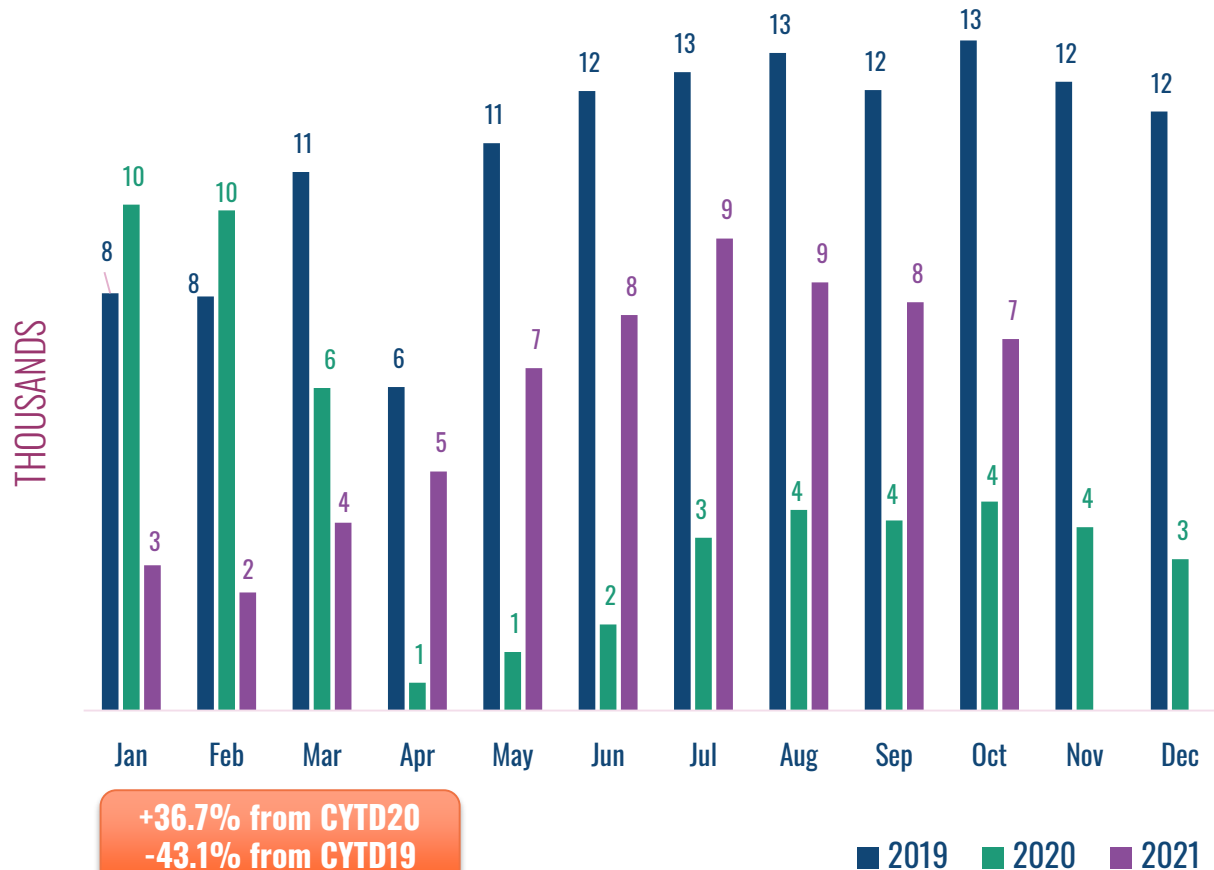


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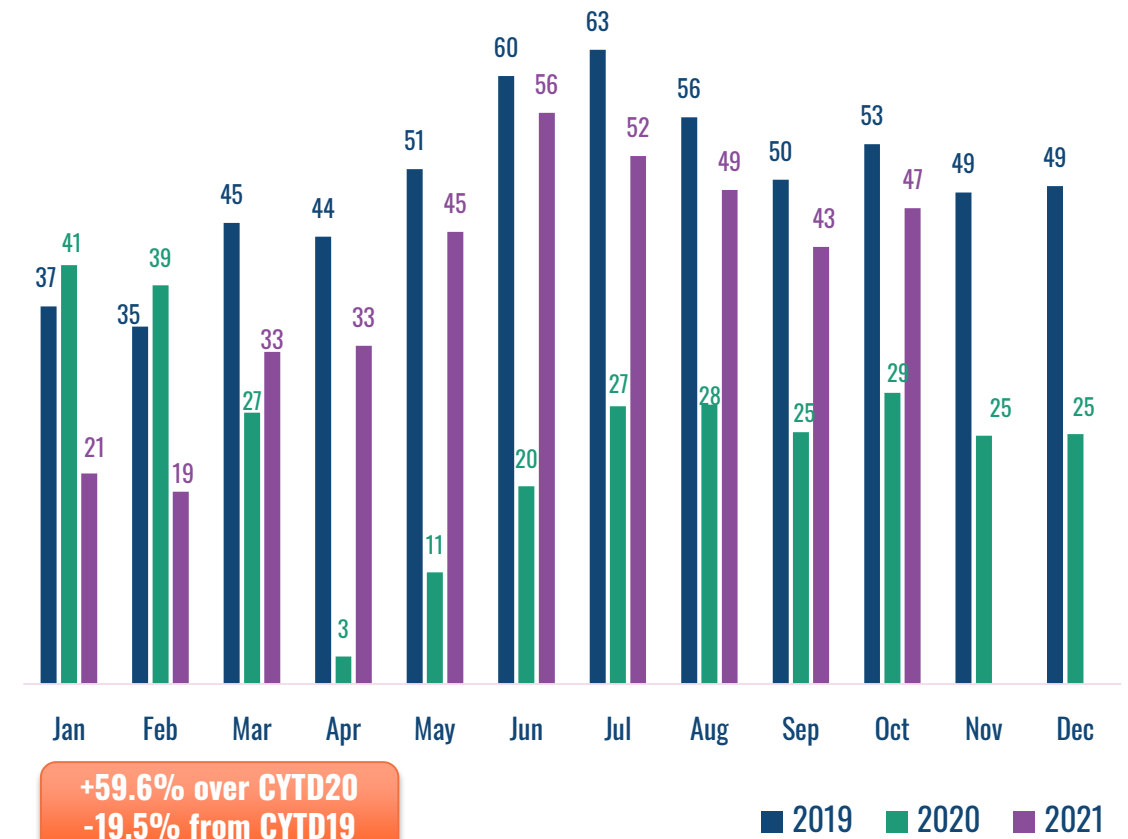


Columbia & Springfield Airport Deplanements

Columbia



Springfield



A scenic view of a rocky river with a waterfall, overlaid with a teal gradient. The text "THANK YOU" is centered in white, bold, sans-serif font. In the background, a person is visible sitting on a rock in the river, and another person is standing on a rock further upstream. The surrounding area is a dense forest of green trees.

THANK YOU